



## COURSE COMPACT

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<b>Faculty:</b>	Faculty of Arts, Management and Social Sciences
<b>Department:</b>	Mass Communication
<b>Programme:</b>	B.Sc Mass Communication
<b>Course Code:</b>	MAC 123
<b>Course Title:</b>	African Communication Systems II
<b>Units:</b>	2
<b>Course Lecturer:</b>	<b>Miss. E.O. Olajuwon</b>
<b>Semester/:</b>	Second Semester
<b>Session:</b>	2018/2019
<b>Location:</b>	Lecture Room 2

### A. Brief Overview of Course

Generally, this course will expose the students to the applicability of African communication systems. The main aims are to help students understand the names, venue, institutions and folk media as channels of communication in Africa. To help students explore myths and legends, the use of myths in explaining the unexplainable. Finally to help students examine the applicability of African popular culture in information dissemination.

### B. Course Objectives/Goals

At the end of this course, students are expected to:

- Explain names as channels of communication in Africa
- Discuss venue-oriented channels of communication
- Explain institutional channels of communication in Africa
- Discuss folk media as channels of communication in Africa
- Understand extra-mundane or esoteric channels of communication
- Explain the concepts of myths and legends as channels of communication
- Discuss African publics, popular culture and development
- Understand the need to use indigenous languages in information dissemination in Africa

### C. Methods of Lecture Delivery/Teaching Aids

- Lecture Delivery Methods
  - Interactive classroom session
  - Individual assignments
  - Lecture notes
- Teaching Aids
  - Multimedia projection

- Exercise in the Class

#### **D. Course Outlines**

- Modules & Details of Topics

#### **Module I: Names, Venue-Oriented, And Institutional Channels Of Communication In African.**

**Week 1:** Recap of what was done in the first part of the course. Names in Africa: History and Types: Introduction, What is a name, the history of naming, Religious Names, Types of Names, The communication functions of names and the spiritual implications of names.

**Week 2:** Venue-Oriented Communication Media, Features of Venue-Oriented Channels of Communication, and social gathering.

**Week 3:** Institutional channels of communication and the communication patterns of traditional authorities and Socio-political organisations.

#### **Module II: Folk media – folklore, Proverbs and Parables. Myths and legends..**

**Weeks 4&5:** The Concept, Features and communication functions: Folk media, folklores, proverbs and parables. The differences and similarities between proverbs and parables.

**Week 6:** The Concept, Features and communication functions: Myths, legends and some examples.

Continuous Assessment One (CA1)

#### **Module III: Extra-Mundane or Exoteric channel of communication**

**Week 7:** What is Extra-mundane communication? Types of extra-mundane communication and examples. Features of Extra-Mundane Communication. Extra-Mundane Bottom-up communication: Definition and some channels (Divination and Ancestral)

**Week8:** Bottom-up Communication: A survey of some festivals. Extra-mundane bottom-up communication: ceremony as a channel.

#### **Mid-Semester Test**

**Week 9:** Top-down communication: some examples of extra-mundane and natural phenomena.

#### **Module V: African: Publics, Popular, Culture and Development.**

**Week 10:** African Communication Systems: Who are the Publics? The Publics of African Communication, the realms, the Public realm and the primordial realm.

## Continuous Assessment Two (CA2)

**Week 11:** African Communication Systems and communication for development: the important of African popular cultural on development, the Communication Functions of Drama. What are the Communication Strategies and Channels that Employ Popular Culture in Communicating Development Programmes in Africa?

**Week 12:** Revision

### E. Structure of the Programme/Method of Grading

- Continuous Assessment
    - Class test/Assignments 20% Marks
    - Mid Semester test 10% Marks
  - Examination 70% Marks
- TOTAL 100%**

### F. Ground Rules & Regulations

- 75% attendance is required to sit for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

### G. Topics of Term Papers/Assignment/Student Activities

- The use of Radio indigenous public enlightenment programme to promote development in Nigeria.

### H. Contemporary Issues/Industry Relevance

African Communication system is a relevant course to the communication world of Nigeria as it provides us the basic knowledge of our communication history and gives us different channels beyond the western channels we can explore for effective communication. The relevance of this course to the industry is that most communication skills used in the industry is basically gotten from African Communication systems as our communication system must be used in the context of our culture and way of life.

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- Contributions to group discussion and class work are noted.

### J. Recommended Reading/Texts

- a. Ogwezzy, N. O. (2008). *A functional approach to African Communication Systems*. African Renaissance Books Incorporated.
- b. Doob, Leonard .W. (1966). *Communication in Africa: A Search for Boundaries*. New Haven, Connecticut: Yale University Press.